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CATHY STEPP  
4/28/18  
Van City.

## Executive Profile

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Principled professional with a wide variety of work experience, most recently in government administration at the CEO level as a Cabinet Secretary leading the Wisconsin Department of Natural Resources. The WDNR is one of the largest agencies in state government, employing over 3,000 people and with a budget of over \$500,000,000 per year. The WDNR is responsible to manage the wildlife; fisheries, state parks, trails, forest fire-fighting, and environmental permitting and enforcement of the state.

Is well known for motivational speaking and training and has been tapped by organizations throughout the years as a leader and individual known to motivate and inspire others. Strong in developing "real-world people skills" in others. Work experience demonstrates outstanding interpersonal skills, public speaking, organization and motivation in a variety of fields.

## Skill Highlights

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- Leadership/communication skills
- Project management
- Change management
- Business operations organization
- Budgeting expertise
- Customer-oriented
- Crisis management
- Public relations
- Media relations
- Service quality improvement
- Staff motivation
- Strategic planning
- Conflict resolution
- Negotiations expert

## Core Accomplishments

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- Introduced and instituted Lean Six Sigma practices into a government agency for the first time in state history.
- Instituted a Core Work Analysis effort resulting in the re-alignment and flattening of the WI-DNR's organizational structure, saving state taxpayers hundreds of thousands of dollars per year.
- Lead the WI-DNR through a culture management exercise; resulting in Performance Management systems being instituted and significant moves of the needle regarding Customer Service Ethic in government service.
- Mediated and resolved several long-term conflicts between different stakeholders resulting in settlements of divisive lawsuits.
- Introduced and implemented use of social media to better connect with our citizens on important matters of wildlife management, outdoor recreation opportunities, and environmental regulation.
- Instilled requirements that new environmental regulating staff avail themselves of opportunities to learn from manufacturers and other producers by visiting with them regularly to learn their business practices and better understand the impact our regulations



have on their ability to continue to operate and grow their businesses.

## Professional Experience

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**Cabinet Secretary of the Wisconsin Department of Natural Resources** Jan 2011 to Current  
State of Wisconsin — Madison, WI

- Originally appointed by Governor Scott Walker in 2011, and re-appointed in January of 2014.
- First female Secretary of the agency in history
- Responsible for management of the 3rd largest agency in Wisconsin with over 4,000 employees statewide
- Regularly engaged with controversial issues regarding wildlife management policy and environmental protection

**Owner, Sales Training Consultant** Mar 2007 to Jan 2011  
**Stepp Consulting, LLC** — Sturtevant, WI

- Presented seminars for numerous trade and business organizations across the country.
- Performed on-site sales training for businesses engaged in the construction and real estate industries.

**State Senator** Jan 2003 to Jan 2007  
State of Wisconsin — Madison, WI

- First endeavor in the political arena, having defeated a 14 year incumbent in the State Senate.
- Represented nearly 160,000 people in the senate district.
- Authored and advanced legislation that affected the area directly as well as the entire state on regulatory reform, job creation, and other issues.
- Received numerous awards and accolades during this term of public service.
- Chosen by colleagues to serve as Caucus Chair—a position that historically required many years of service in the legislature before being selected to lead the group.

**Owner** Feb 1991 to Jul 2004  
**First Stepp Builders, Inc** — Sturtevant, WI

- Single family home builder: Started company from scratch, grew to an average of 25 builds/year.
- Managed and expedited numerous projects simultaneously.
- Handled all advertising, sales, accounts receivable and payable, real estate investments, hiring, training, contract executions, government compliance, and day to day operations.
- Developed systems to streamline and condense the building process from a typical 6 month build time to 4 months.
- Sold company in 2004 to a competitor for a substantial gain.
- At time of sale, had 7 full time employees.

## Education

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University of Wisconsin Milwaukee

Attended and studied general courses relating to sociology, psychology, physical science.

University of Wisconsin Whitewater

Attended and studied general courses relating to literature, physical science, communications.

## References

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Governor Scott Walker, Madison, WI

Speaker Paul Ryan, Washington, DC

Mr. Reince Priebus, RNC Chairman

Rich Zipperer, Chief of Staff, Governor Walker

Scott Manley, VP, WI Manufacturers & Commerce

## Professional Affiliations / Accolades

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U.S. Army War College Seminar: June 2015

University of Wisconsin-Stevens Point College of Natural Resources Board: 2012-Current

Midwest Association of Fish and Wildlife Agencies: 2011-Current

Environmental Council of the States (member): 2011-Current

Freddie Mac Board of Directors, (appointee of President G. W. Bush): 2001-2004

Wisconsin Natural Resources Board of Directors, (appointee of Gov Tommy Thompson): 1999-2002

Racine/Kenosha Builders Association President: 1998 and 1999

Wisconsin Builders Association Board of Directors: 1996-2005

National Association of Home Builders Board of Directors: 1999-2006

Wisconsin Association of Health Underwriters Board of Directors: 2003-2007

Forward Wisconsin Board of Directors: 2004-2007

Wisconsin Housing and Economic Development Authority (WHEDA) Board of Directors: 2003-2005

Racine County Girl Scouts Board of Directors: 2002-2003

Womens Resource Center of Racine Board (2009-2012)

Built 3 homes for the City of Racine Community Policing Projects (1997 and 1999)

Racine Kiwanis Member (2003-2005)

Racine Area Manufacturers and Commerce Member (1998-2005)

Racine County Combined Corrections Community Relations Board (2003-2007)

Southern Oaks Girls' School Community Relations Board (2003-2007)

Wisconsin Coalition Against Sexual Assault Legislator of the Year (2006)

Metropolitan Milwaukee Association of Commerce's Legislator of the Year (2005-2006)

Wisconsin Alliance of Cities Senator of the Year (2004)

American Cancer Society's Legislator of the Year (2004)

Wisconsin Grocers' Association's Friend of Grocers Award (2003)

Milwaukee Magazine's "Rising Star in the Legislature" (2003)

Metropolitan Builders Association of Milwaukee's Builder of the Year (1997-1999)

Racine/Kenosha Builders Association Builder of the Year (1997)

City of Racine's Outstanding Community Service Award (2000)

Republican Party of Wisconsin Treasurer (2007-2010)